



L'Echo | De Tijd

General Rate 2024

The only business newspapers in Belgium

L'Echo | De Tijd are the only business newspapers in Belgium. With their focus on business and finance, they are the reference point for all **financial and economic reporting**.

The newspapers are aimed at **entrepreneurs, managers and investors**, who use the newspapers as a daily business tool.

Reliable journalism

The results of a study by Kantar focused on "Trust in News" (2021) showed that L'Echo | De Tijd are perceived as the most reliable news brands in Belgium. The more users of a news brand have trust in that brand, the more they also trust the advertisements in that media.

Weekend

On Saturdays, L'Echo | De Tijd have a **wide editorial offer** for the personal interests of their readers.

- **Sabato**, luxury magazine 'pur sang', has become a set weekend moment of tranquillity, inspiration and 'intelligent luxury'.

- **Netto | Mon Argent** are the reference when it comes to money matters and offer 24/7 personal finance advice with their websites, the Saturday section and 4x/year custody numbers.
- **Wealth**: bi-annual magazine aimed at readers with a financial wealth of several millions

Series and specials

Throughout the year, the editorial team capitalises on the news with inspiring, current and striking series. In addition, various specials throughout the year also capitalise on our readers' affluence and interest in investment and personal finance of our readers.

- **Funds magazine**: special, published 6x a year, focusing on funds, for both B2B and B2C
- **Private Banking**: bi-annual dossier about wealth management and finance
- **Estate planning**: 1* a year, this dossier on wealth planning is published.



L'Echo | De Tijd

- Rates Commercial publicity print (see next pages)
- Rates L'Echo | De Tijd Online (upon request)
- Rates Financial publicity (upon request)

Multimedia

- **Print**
- **Digital**: Trustmedia views the digital and paper newspaper as a single newspaper product. All print formats of commercial publicity (from 200 mm), financial publicity and classifieds are placed in the digital newspaper with a static tablet optimised format. This publication is included in the print rate.
- **Online**: lecho.be tijd.be

Key figures

Newspaper



Format

Berliner 6 columns
290 mm W x 440 mm H



Language

Dutch (De Tijd) +
French (L'Echo)



Frequency

Daily (Tuesday to
Saturday)



Print & digital run (weekdays)*

83,429
(of which 37,631 print)



Print & digital run (weekend)*

130,016
(of which 84,217 print)



Distribution

Subscriptions &
individual sales



Daily contacts 511,700

(total brand: print +
online)

Readers



Readers possess **43%**
of Belgium's financial
assets



27% is
under 35



Highest selectivity (273)
of all Belgian newspapers
on higher management



Target audience of **decision
makers, influencers, well-off
consumers, investors**



1 in 3 is part of
the **top 2 social
classes**















Readers are early
adopters and interested in
new technologies







Source: CIM 2023, total brand; Belgians and their Money, Kantar 2021; Decision Power within Belgian Companies, Kantar 2021; Influencing Survey, InSites Consulting 2014; *CIM Jan – Dec 2022 Authenticated circulation

Print Rates 2024

Modules (Quadri, in euros, excl, VAT)

module	height	width (# columns)	MM	L'Echo De Tijd		L'Echo		De Tijd	
				week	Saturday	week	Saturday	week	Saturday
1/1 page	 440 mm	290 mm (6 C)	2,640	48,230	59,610	18,930	23,390	29,540	36,510
pano	 440 mm	604 mm (12 C)	5,280	96,300	119,010	37,730	46,630	59,050	72,980
panoplus	 440 mm	290 mm + 604 mm + 290 mm (24 C)	10,560	168,390	208,110	66,070	81,650	103,170	127,500
half pano	 220 mm	604 mm (12 C)	2,640	58,080	71,780	22,780	28,150	35,590	43,980
3/4 – junior page	 310 mm	241 mm (5 C)	1,550	35,830	44,280	14,100	17,430	21,910	27,080
1/2 page horizontal	 220 mm	290 mm (6 C)	1,320	28,990	35,830	11,330	14,000	17,810	22,010
1/2 page vertical	 440 mm	143 mm (3 C)	1,320	28,990	35,830	11,330	14,000	17,810	22,010
banner 4	 150 mm	290 mm (6 C)	900	21,250	26,260	8,320	10,280	13,040	16,120
1/3 page vertical	 440 mm	94 mm (2 C)	880	21,250	26,260	8,320	10,280	13,040	16,120
1/4 page	 220 mm	192 mm (4 C)	880	21,250	26,260	8,320	10,280	13,040	16,120
banner 3	 120 mm	290 mm (6 C)	720	18,680	23,090	7,310	9,030	11,460	14,160
banner 2	 80 mm	290 mm (6 C)	480	15,170	18,750	5,950	7,350	9,300	11,490
tile 7	 100 mm	192 mm (4 C)	400	12,700	15,700	4,990	6,170	7,770	9,600
banner 1	 50 mm	290 mm (6 C)	300	9,500	11,740	3,740	4,620	5,810	7,180
tile 6	 100 mm	143 mm (3 C)	300	9,500	11,740	3,740	4,620	5,810	7,180
tile 5	 150 mm	94 mm (2 C)	300	9,500	11,740	3,740	4,620	5,810	7,180
tile 3	 100 mm	94 mm (2 C)	200	6,660	8,230	2,610	3,230	4,080	5,040
tile 1	 50 mm	94 mm (2 C)	100	3,770	4,660	1,530	1,890	2,260	2,790

Modules front page (Quadri, in euros, excl, VAT)

module	height	width (# columns)	MM	L'Echo De Tijd		L'Echo		De Tijd	
				week	Saturday	week	Saturday	week	Saturday
tile 7 	100 mm	192 mm (4 C)	400	31,750	39,250	12,475	15,425	19,425	24,000
banner 1 	50 mm	290 mm (6 C)	300	23,750	29,350	9,350	11,550	14,525	17,950
tile 5 	150 mm	94 mm (2 C)	300	23,750	29,350	9,350	11,550	14,525	17,950
tile 4 	50 mm	192 mm (4 C)	200	16,650	20,575	6,525	8,075	10,200	12,600
tile 2 	50 mm	143 mm (3 C)	150	13,038	16,113	5,180	6,400	7,930	9,788
tile 1 	50 mm	94 mm (2 C)	100	9,425	11,650	3,825	4,725	5,650	6,975

Column widths

columns	mm
1 col	45 mm
2 col	94 mm
3 col	143 mm
4 col	192 mm
5 col	241 mm
6 col	290 mm
12 col	605 mm*

* Including white space between pages (32 mm)

Placement surcharge

Place	Surcharge
Required page or section	+ 25%
Page 1	see front page rates
Page 2	not possible
Page 3	+ 50% (upon request)
Page 4-5	+ 30%
Page 1 of a section	+ 50%
Page 3 of 2nd section	+ 30%
Last page	+ 25% (upon request)
NP deals*	20% of the NP rate

Specific placement can be requested from a size of 1/4 page

* Cannot be combined with other discounts or promotions. Not valid for financial and B2B campaigns

Digital newspaper formats

Trustmedia regards digital newspaper advertising (tablet & smartphone) and print advertising as a single newspaper product. All print formats of commercial publicity (from 200 mm), financial publicity and classifieds are placed in the digital newspaper with a static tablet optimised format. This publication is included in the print rate.

Modules

newspaper formats			digital formats			
newspaper/print	dimensions*	number**	digital newspaper	dimensions	Tablet**	smartphone**
1/1 page	440 mm H x 6 columns	1	Full page	640 px W x 924 px H	2	2
Junior page	310 mm H x 5 columns	1	Full page	640 px W x 924 px H	1	1
1/2 page	220 mm H x 6 columns	1	Half page	640 px W x 400 px H	2	2
Banner 4	150 mm H x 6 columns	1	Half page	640 px W x 400 px H	1	1
1/2 page V	440 mm H x 3 columns	1	Half page	640 px W x 400 px H	2	2
1/3 page V	440 mm H x 2 columns	1	Half page	640 px W x 400 px H	1	1
1/4 page	200 mm H x 4 columns	1	Half page	640 px W x 400 px H	1	1
Banner 3 H	120 mm H x 6 columns	1	Banner	640 px W x 150 px H	3	3
Banner 2 H	80 mm H x 6 columns	1	Banner	640 px W x 150 px H	2	2
Banner 1 H	50 mm H x 6 columns	1	Banner	640 px W x 150 px H	1	1
Tile 7	100 mm H x 4 columns	1	Banner	640 px W x 150 px H	1	1
Tile 6	100 mm H x 3 columns	1	Banner	640 px W x 150 px H	1	1
Tile 5	150 mm H x 2 columns	1	Banner	640 px W x 150 px H	1	1
Tile 3	100 mm H x 2 columns	1	Banner	640 px W x 150 px H	1	1

front page formats

1/1 page	440 mm H x 6 columns	1	Full page	640 px W x 924 px H	2	2
Junior page	310 mm H x 5 columns	1	Full page	640 px W x 924 px H	1	1
1/2 page	220 mm H x 6 columns	1	Half page	640 px W x 400 px H	2	2
Banner 4	150 mm H x 6 columns	1	Half page	640 px W x 400 px H	1	1

* H = Horizontal • V = Vertical

** Number of adverts per day

Each advert in the digital newspaper can optionally be enhanced with animation (subject to an additional fee).

- Options: video or photo gallery or content page (HTML)
- Contact us for other custom animation options.



Technical specifications

Material & technical specifications

Print

Delivery 2 working days before appearance.

- **PDF** Your advert must be supplied in PDF format, in accordance with the Medibel+ standards. You can view these standards on www.medibelplus.be.
- **Colours** CMYK
- **Images** CMYK; TIFF, EPS, or JPG - 300 dpi (normal) 1200 dpi (bitmap)
- **ICC profile** We recommend that you use the IsoCoatedv2 or IsoNewspaper26v4 ICC profiles. Please make sure you include your choice at the end of the PDF file name: "name_IWC.pdf" or "name_NP.pdf". That way, we can ensure the best possible print result for your adverts.
- **Fonts** Use an OpenType, PostScript, or TrueType font. Please avoid any imported fonts.

Digital newspaper

- Trustmedia requires the delivery of one custom format that serves both portrait and landscape with all the essential information within the cutting lines (see technical sheet). Delivery for digital newspaper content: 2 working days prior to publication.
- In case of late delivery of material (or replacement of already sent material), Trustmedia does not bear the final responsibility for the placement or the print quality of the advertisement.

Advertising in L'Echo | De Tijd

Please upload your material using the personalised link in the email you receive 15 days prior to publication.

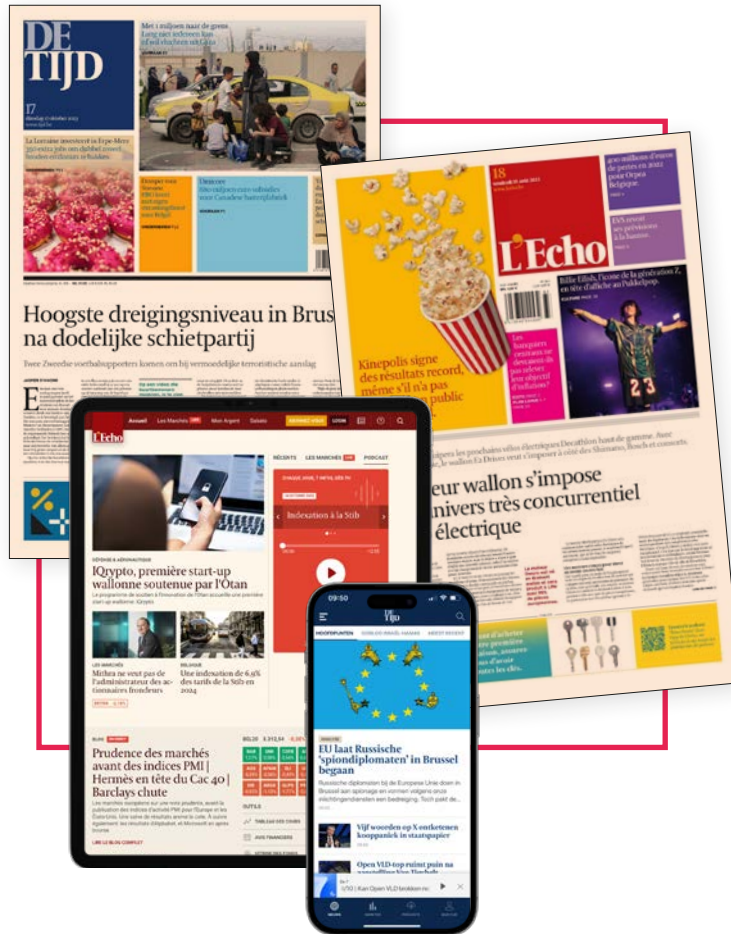
Material to be created

advops@mediafin.be

Digital Newspaper by email

tablet@trustmedia.be





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